

## Amendments to the Claims

Please amend the claims as follows:

Claim 1. (currently amended) A system for providing closed-loop operation for promotional events for a video gaming machine that presents a video game complete with a defined payout table, the promotional events being associated with particular winning criteria that is defined independently from the payout table but that are dependent upon the outcomes of the video gaming machine, the system comprising:

a controller box that is operable to interface to the video gaming machine and is interconnected to the main processor of the video gaming machine;

a promotional server that is communicatively coupled to the controller box and operable to:

maintain a database of promotional events with each promotional event having promotional content, winning criteria and scheduling information;

deliver to the controller box, at least one promotional event of the database of promotional events;

receive from the controller box, messages indicating that the winning criteria for a particular promotional event have been met; and

the controller box being further operative to:

in addition to the underlying video game presented by the main processor of the video gaming machine, display a promotional event, that is separate from the underlying game, on the display of the video gaming machine in a manner that allows the underlying video game to continue to be presented and operational on the video gaming machine simultaneously with the promotional event;

monitor the activity of the video gaming machine to determine if a ~~naturally~~ normally occurring outcome of the underlying video game that meets the winning criteria defined for the promotional event has occurred; and if so,

provide information indicating that the winning criteria for a particular promotional event have been satisfied.

Claim 2. (previously presented) The system of claim 1, wherein the promotional server includes a software program that enables a user to define particular promotional events for particular controller boxes by:

- defining an award to be associated with the promotional event;
- defining a schedule for the promotional event;
- defining the winning criteria for the promotional event;
- receiving instructions to store the defined promotional event; and
- storing the defined promotional event into the database.

Claim 3. (previously presented) The system of claim 2, wherein the software program further comprises an interface to upload graphical and textual content to be included in the promotional content so that an operator can modify and define promotional events while the video game is in the gaming environment.

Claim 4. (previously presented) The system of claim 2, wherein the software program further comprises an interface to create graphics and textual content to be included in the promotional content so that an operator can modify and define promotional events while the video game is in the gaming environment.

Claim 5. (previously presented) The system of claim 1, wherein the controller box is associated a single video gaming machine that is associated with a single operator and is operative to display the promotional content in accordance with the scheduling information and to display content without altering the content associated with the video gaming machine.

Claim 6. (original) The system of claim 1, wherein the controller box is further operative to receiving entertainment content from an entertainment source and to display the entertainment content on the display of the video gaming machine.

Claim 7. (original) The system of claim 1, wherein the video gaming machine is a video poker machine and the winning criteria for the promotional event identifies a particular poker hand that is not included in the payout table of the video poker machine.

Claim 8. (original) The system of claim 1, wherein the video gaming machine is a video poker machine and the winning criteria for the promotional event identifies a particular poker hand.

Claim 9. (original) The system of claim 1, wherein the video gaming machine is a video blackjack machine and the winning criteria for the promotional event identifies a particular blackjack hand that is not included in the payout table of the video blackjack machine.

Claim 10. (original) The system of claim 1, wherein the video gaming machine is a video blackjack machine and the winning criteria for the promotional event identifies a particular blackjack hand.

Claim 11- 27. (cancelled)